

PRESS RELEASE

Rapid Access launches Aerial Work Platform App

Powered access company leads the industry with the first ever aerial work platform app for the region

Dubai, Oct 10, 2016 - Rapid Access, the region's leading provider of powered access solutions, launches the first Mobile App for aerial work platforms in the Middle East region.

Rapid Access, part of UK based Lavendon Group, the world leader in the rental of aerial work platforms, operates a fleet of 4,000 machines from nine depots in all six GCC countries.

Supporting the region's developing health and safety culture and the subsequent growing demand for aerial work platforms, Rapid Access works at the forefront of industry best practice to bring innovative developments to its products and services.

After introducing its new and improved website last year, Rapid is all set for the launch of the first ever mobile app for aerial work platforms.

Designed with all the sleek and unique features of the website, the App is being launched in six versions, one for each of the GCC countries, where the company has its depots located.

Rapid Access is confident that not only will this give its customers a unique personalised experience but will make equipment hiring even easier.

Speaking on the launch of the mobile app, Alexis Potter, Sales & Marketing Director of Rapid Access says, "In launching this App, the first of its kind in the region, we are giving our customers even greater access to our market leading products and services. Our App features a unique platform selector which in four easy steps helps users to select the right aerial work platform for their application. It also provides a range of information on our bespoke health and safety innovations, training courses, and our depots across the region".

"Our customers require on demand access to our services and often have to work on the move and within challenging deadlines. We believe this App will improve connectivity between Rapid and our customer base and in doing so improve their ability to deliver safe working at height solutions".

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Editor's notes

About Rapid Access:

Rapid Access is the leading provider of powered access solutions in the Middle East. Rapid operates from eight strategic locations across the GCC including the UAE, KSA, Bahrain, Qatar, Kuwait and Oman. As part of the world's largest specialist rental business, Lavendon Group plc, Rapid has the region's largest and most diverse fleet including a complete range of electric and diesel scissors and boom lifts. Rapid Access is also the first company in the region to offer a range of Low Level Access products, which include battery powered and push around machines making them ideal for confined indoor spaces.

www.rapidaccess-gulf.com

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